**Memory**

1. **Models of Memory**
   1. Information-Processing Model
   2. Three-Stage Model (Atkinson-Shiffrin Model)
   3. Levels of Processing
      1. Shallow Processing vs. Deep Processing (Elaboration)
      2. Automatic Processing (Parallel Processing) vs. Effortful Processing
2. **Steps of Memory Processing**
   1. Encoding of Memories
      1. Chunking
      2. Types of Encoding
         1. Visual Encoding
            1. Imagery
            2. Mnemonics

Peg-Word System

Method of Loci

* + - 1. Acoustic Encoding
      2. Semantic Encoding
         1. Self-Referent Encoding
    1. Spacing Effect (Massed Practice vs. Distributed Practice)
    2. Testing Effect
    3. Positive Transfer
  1. Storage of Memories
     1. Sensory Memory
        1. Iconic Memory
        2. Echoic Memory
     2. Short-Term Memory
        1. Maintenance Rehearsal vs. Elaborative Rehearsal
        2. Working Memory Model (Baddeley)
     3. Long-Term Memory
        1. Biology
           1. Brain Structures
           2. Stress & Hormones
           3. Neurotransmitters
           4. Long-Term Potentiation
        2. Types of Memories
           1. Explicit Memories (Declarative Memory)

Semantic Memory

Episodic Memory

Flashbulb Memory

* + - * 1. Implicit Memory (Nondeclarative Memory)

Procedural Memory

Conditioning

* + - * 1. Prospective Memory vs. Retrospective Memory
        2. Organization of Memories

Hierarchies

Semantic Networks

Concepts & Prototypes

Schemas & Scripts

* 1. Retrieval of Memories
     1. Measuring Retention
        1. Recognition vs. Recall
        2. Relearning
     2. Serial Position Effect
        1. Primacy Effect
        2. Recency Effect
     3. Retrieval Cues
        1. Priming
        2. Context-Dependent Memory
        3. Mood-Dependent Memory
        4. State-Dependent Memory
     4. Rosy Retrospection

1. **Forgetting**
   1. Encoding Failure
   2. Storage Decay
   3. Retrieval Failure
      1. Proactive Interference vs. Retroactive Interference
      2. Repression
   4. Amnesia
      1. Infantile Amnesia
      2. Dissociative Amnesia
      3. Retrograde Amnesia
      4. Anterograde Amnesia
2. **Memory Construction**
   1. Misinformation Effect
   2. Imagination Effect
   3. Source Amnesia (Source Misattribution)
   4. Eyewitness Testimony
   5. “Recovered” Memories